



S-Xper23 Smartphone **SALE PRICES**

€7.00 Per month
4GM data per month
Customer reviews ★★★★★

EXCLUSIVE Take additional 10% off sale price

€168.00

- 4.7-inch HD display
- 6-megapixel with 1.5 pixels for photos and 1080p HD video recording
- Fingerprint sensor
- HD camera for video calls

Bluetooth

“ Printing labels on paper wasn't efficient or up to date. Now, a wireless system transmits the data to each store... within seconds... all over Austria. ”

Klaus Slamanig,
Vice President Shops

SPENDING MORE TIME WITH CUSTOMERS

OPPORTUNITIES. REALISED

OPPORTUNITY

T-Mobile is a leading global telecommunications company with 3.8 million Austrian customers. In Austria it has 1,400 staff, operates 48 stores and is rated one of the “10 Best Places to Work” (Great Places to Work Institute). Widely regarded as an innovative retailer T-Mobile wanted to find a new way to cost-efficiently update prices in its stores to ensure accuracy, provide a more engaging in-store experience, and help staff spend more time with customers.





BENEFITS

- 40% saving in material costs and employee hours
- Pricing strategies can be changed across all stores in minutes
- Pricing is accurate on every shelf

SOLUTION

Having reviewed the market for electronic shelf labels, T-Mobile selected Displaydata's remote pricing platform. As well as the physical labels that clip to shelves in stores, T-Mobile controls its label pricing from Displaydata's Dynamic Central software suite. It allows label templates to be easily created and amended, price, promotion and inventory data to be sent to labels, and the health and status of labels to be monitored. In each store, a wireless communicator – which can be installed with two screws – provides the connection between the labels and T-Mobile's headquarters. As each communicator can cover 50,000 square feet, and talk to 200,000 labels, each store just needed one unit. Also, as the wireless frequency operates below 1 GHz, it doesn't degrade due to interference from T-Mobile's Wi-Fi networks.

When changes in pricing or product information are required, they're easily updated from T-Mobile's corporate headquarters.

RESULTS

T-Mobile can now adjust its price strategies in minutes – a key benefit in the highly competitive environment mobile sector – while saving around 40% on material costs and employee hours and improving customer service. Previously, T-Mobile used paper labels that had to be printed and cut out before being placed in each store. The new solution automates this process, freeing up staff time to concentrate on delivering excellent customer service.

Ali Jafery, Shop Manager, T-Centre Vienna, has first-hand experience of the old and new solutions. He says: "We worked with paper price tags. We had to come into work 30 minutes early, or we had to cut paper price tags during our breaks. Since we started using Displaydata's electronic labels, everything's much easier. The time we used to spend with scissors we now spend with customers."

Furthermore, the labels' attractive design complements the sleek environment of T-Mobile's stores and ensure that customers always see the best price and most current product information.